

"DYNAMIC SUPPLY CHAINS"

How to design, build and manage people-centric value chains

by John Gattorna

Review by Dr. Mark Doctoroff

This most recent edition of John Gattorna's encyclopedic book on supply chains represents a further *advance in thinking* about optimizing and executing dynamic supply chains. John's broad experience incorporates helpful insights regarding all types of business located in all regions of the world.

The evolution in thinking/analysis over the past 50 years is presented as a backdrop to the need to continually enhance the efficacy of a corporation's/organization's "*central nervous system*".

The book helps the reader in pragmatic/concrete ways *to understand how and why* specific organizational design changes are necessary for sustainability and ongoing success- no matter the type of business.

The intellectual framework encompasses the ways that changing needs of markets and customers impact on appropriate strategy, optimal management styles, effective organizational structures and how best to adapt to ever present changes.

Senior executives, managers and EMBA/MBA students will find very useful and operational means to design, implement and assess specific redesigns in a corporation's operations.

[ranking 5 star]